

지난 호에 이어 협상에 필요한 대화법을 살펴보겠습니다. 미리 점검하여 성공적인 비즈니스 결과를 얻을 수 있도록 하세요!

This is our final concession

양보와 결단이 협상의 핵심입니다.

Negotiations Example



- Mr. Kim Nice to meet you, Mr. Nugent. I'm so glad to have a chance to introduce our products to M-mart.
- Mr. Nugent We planned to make an opening order of 800 boxes.
- Mr. Kim Hm We can give you 4% of discount. But we could give you 5% on 1,000 boxes.
- Mr. Nugent Well. We'll consider this price condition. This is less than I expected, though.
- Mr. Kim Oh, come on. As you know, our price is the lowest in the market. Actually, our 5% discount is by far the best price you will find anywhere.
- Mr. Nugent Your price isn't too bad, but we didnt expect to make an order of 1,000 boxes. OK. I'll call you back.
- Mr. Kim Well, let me assure you that our products will not disappoint you. Look at this new designer paper diaper. This is quite soft to the touch. This softness has enhanced the absorption so that babies won't be damp. They can stay dry all though the night.
- Mr. Kim my apologies. I thought that price you quoted me in Seoul would be okay, but the boss doesn't buy it.
- Mr. Nugent Let me see. You know, we are considering the price as well as the quality. Actually, our top priority these days are reducing purchasing costs. I hope you can offer us a reasonable price.
- Mr. Kim But as I told you, that was a special price considering the large amount of your order.
- Mr. Kim We can give you a discount when you order large amounts. How many boxes do you want?
- Mr. Nugent Yeah, I know. I should have checked first. But now the boss says 10% more has got to come off.
- Mr. Nugent Another 10%? Gee, that'd practically be giving it away.
- Mr. Kim Yeah, I agree, but what can I do?
- Mr. Kim Oh, all right, but let's make one thing clear. This is our final concession.

Useful Expression

거래시 필요한 적절한 표현

I'll give you a good deal.
 I'll make you a good bargain.
 The deal fell through.
 He gave you a bad deal.
 Let's forget about the deal. The price is not workable.

논쟁을 피하는 적절한 표현법

I don't think our positions are all that different.
 This is a very sensitive subject.
 I don't think I'm in a position to say anything about it at this time.
 Why don't we let the boss decide?
 Overall, I don't disagree, but there are some points that are not clear to me.